

Case Study




Customer profile

HARIBO is a family business, founded in 1920 and now in its third generation. HARIBO is the acronym for HAns Rlegel BOnn. The company is the world market leader in the fruit gum and liquorice segment. 100 million GOLDBÄREN alone are produced world-wide every day. Continuous brand management under the highest quality control and consumer confidence are a major part of the company's success story in 26 branches. Almost 7,000 people are now employed worldwide.

Outstanding design and technical excellence: the new HARIBO intranet

Challenges

- Rapid international growth requires new structures and channels for internal communication
- Lack of a central communication medium for all employees worldwide
- Not enough opportunities for all employees to work together efficiently

Aims

- Improvement of global internal communication
- Introduction of a new, modern intranet as a central medium for information, communication, and cooperation

Solution

- Powerful SharePoint solution with comprehensive technological functionalities
- Innovative design concept
- Professional technical implementation in close cooperation with the intranet and collaboration experts of novaCapta

Benefit

- Improved information management with clear locations and structures
- Fast, direct flow of information and up-to-datedness
- Improved collaboration across all international locations
- Increased employee satisfaction due to improved internal communication

Technology


SharePoint

Exploiting the opportunities of internationalization

HARIBO is known worldwide by young and old. Founded in 1920, the traditional German company has developed into the world market leader in the fruit gum and liquorice segment over the past decades. Today HARIBO employs around 7,000 people in 26 branches. The international growth of the HARIBO Group in recent years has repeatedly presented the company with new strategic and organizational challenges. This also applies to internal corporate communications.

New modern intranet as central communication medium

HARIBO decided to introduce a new global intranet as the central medium for internal communication. This is intended to create the framework for professional and efficient communication within the company worldwide. The new platform for information, communication, and cooperation is intended to involve employees more closely in the company's development and to maintain the enthusiasm and commitment of employees. On the functional level, it was important to HARIBO that the new intranet had comprehensive technological functionalities, was designed in an attractive design, and at the same time was as simple and intuitive as possible to use.

„Our new platform is designed to ensure a fast flow of information and to significantly simplify communication.



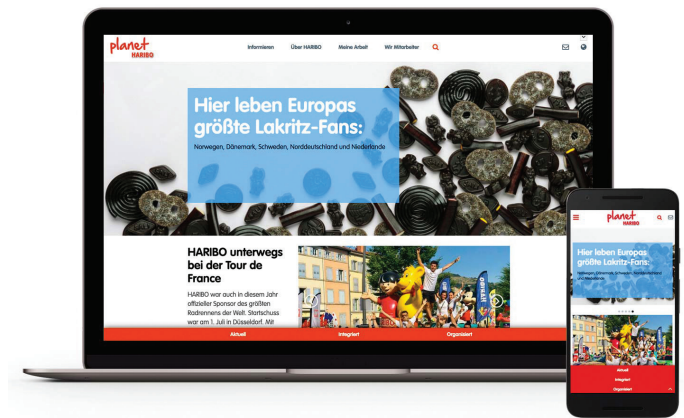
“With novaCapta, we have succeeded in establishing a new, modern communication medium in an attractive design in our company”

Sarah Honsálek - Corporate Communications Officer, HARIBO

Information and knowledge should be made available to employees centrally in one place and thus be easily accessible to them,” explains Sarah Honsálek, Corporate Communications Officer at HARIBO.

Elegant SharePoint solution

The company opted for a solution based on Microsoft SharePoint. The powerful platform enables optimal implementation of business requirements based on standard elements so that easy maintenance is possible later on. The well thought-out, modern, structural setup, in



which the employees of HARIBO find their way easily, is convincing. Employees can find the latest company news, country-specific news, and upcoming events directly on the homepage. An international job exchange, menus, and a download center with all important documents, pictures and videos are provided in the navigation and on further subpages. Individual national companies and departments can also present themselves and provide information in a specific area. An optimal search function facilitates the quick finding of information. The intranet is multilingual and can also be used mobile.

Design Award for innovative Intranet

With the new intranet, HARIBO has succeeded in taking internal communication to a new level. All employees worldwide are reached quickly and comprehensively in terms of communication and are therefore much more

closely networked with one another. Important information is easily accessible to all employees on the intranet, making it much easier to work together efficiently across spatial and temporal boundaries.

Sarah Honsálek: „We now have a platform with which HARIBO can continue to grow - especially in terms of communication and cooperation.

HARIBO was awarded the Annual Multimedia Award 2018 in the Silver Intranet category for its implementation of the corporate intranet.

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